

**Status Briefing for  
Boeing Computer Services**



**STATUS BRIEFING  
FOR  
BOEING COMPUTER SERVICES**

**BY**

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**INPUT**

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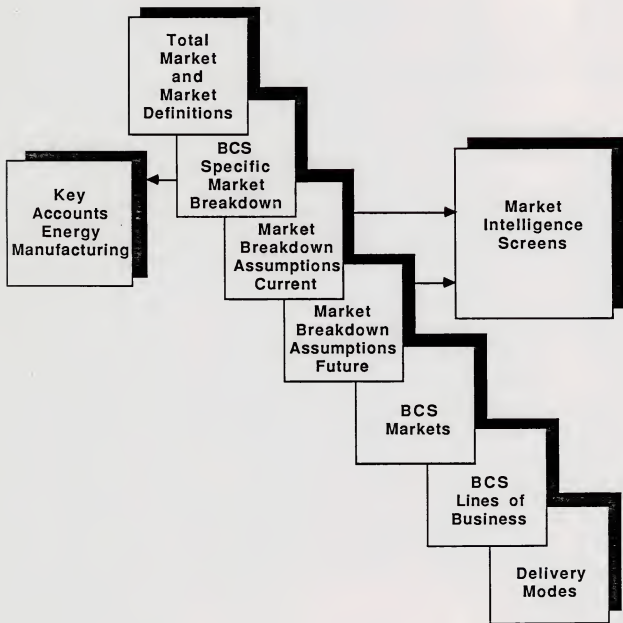


# **AGENDA**

- **Review the Structure for the BCS  
Specific Market Sizing**
- **Solicit Feedback to Ensure the  
Model Reflects the Need**
- **Review Project Schedule**



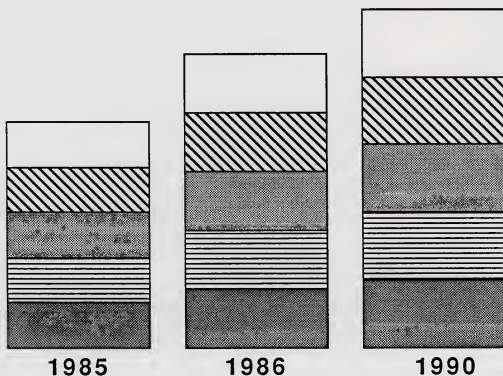
## PRESENTATION OF MARKET DATA







## FIVE-YEAR FORECAST BREAKDOWN STRUCTURE



- ☐ Total Information Services Market
- ☒ Total Available Market
- ☒ Addressable Market
- ☒ Competitive Market
- ☒ Competitive Market Available

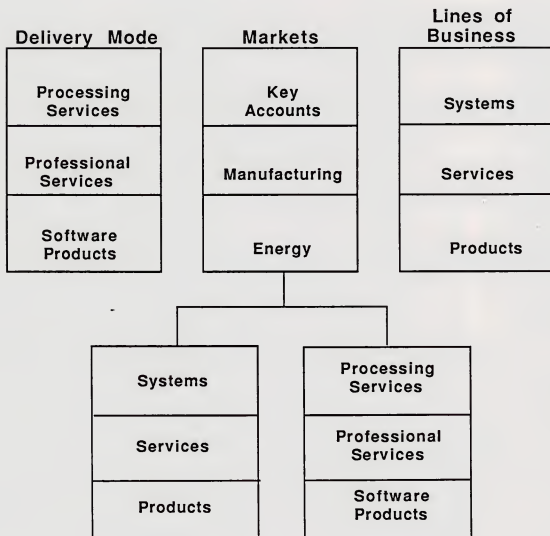


## COMPETITIVE MARKET AVAILABLE BREAKDOWN STRUCTURE

Delivery Mode	Markets	Lines of Business
Processing Services	Key Accounts	Systems
Professional Services	Manufacturing	Services
Software Products	Energy	Products

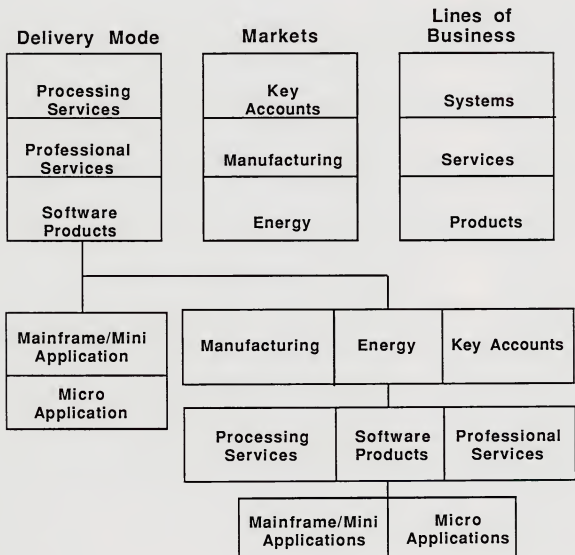


## COMPETITIVE MARKET AVAILABLE BREAKDOWN STRUCTURE





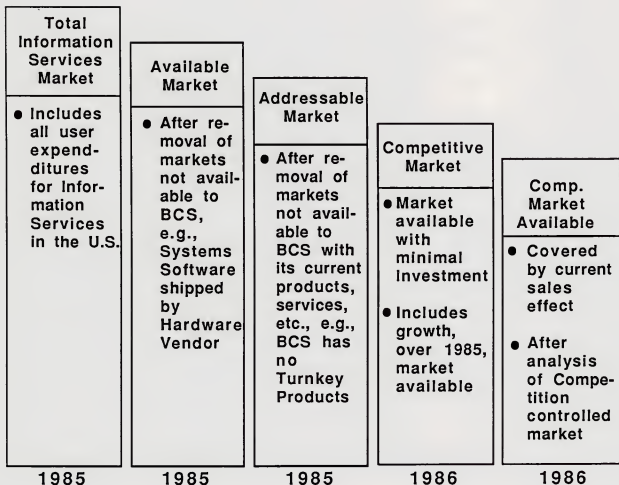
## COMPETITIVE MARKET AVAILABLE BREAKDOWN STRUCTURE







## DEFINITION OF MARKET BREAKDOWN STRUCTURE



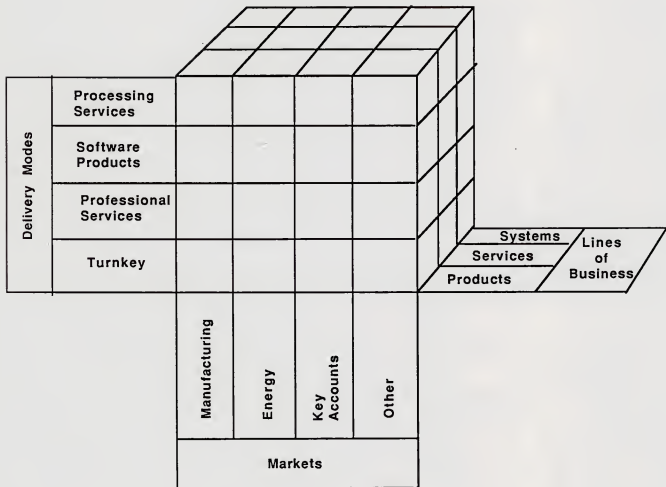


## MARKET DECOMPOSITION FACTORS CREATE INTELLIGENCE SCREENS

ASSUMPTIONS	INTELLIGENCE SCREEN
AVAILABLE Systems Software from Hardware Vendor	Hardware vendor policies on systems software. New systems software vendors
ADDRESSABLE Turnkey Systems	Competition/Market for Turnkey Systems
COMPETITIVE Geographic Coverage	Competitive coverage. Key account locations vertical market distribution
COMPETITIVE AVAILABLE Competitor Controlled	Competitor contracts, pricing changes



## MARKET SIZING MATRIX





## PROJECT SCHEDULE 1986

